

JANE SMITH

123 Main Street □ Springfield, IL 62701 □ (555)-555-1212 □ jsmith@yahoo.com

PROFESSIONAL SUMMARY

SALES | LEADERSHIP | MANAGEMENT

Director-level sales manager recognized as a visionary and creative thinker adept at consistently exceeding company sales goals by overseeing and enhancing sales team efforts. A turnaround specialist with a professional career built around working with business in financial distress and, consequently, coping with the legal, accounting, and financial challenges that need to be corrected. A professional manager that respects and leverages human capital via mentoring, motivating, and leading by example. Acknowledged for integrity, solid work ethic, and the ability to consistently recognize market trends.

PROFESSIONAL EXPERIENCE

SPRINGFIELD HYATT – SPRINGFIELD, IL

MANAGER OF SALES, 2007 - Present

- Closely collaborate with Director of Marketing on hotel marketing budget and sales goal setting.
- Maintain sales/ marketing expenses while improving exposure and increasing Sales Manager travel.
- Implement weekly sales meetings with staff to improve office morale and sales efficiencies; sets prospecting standards and accountabilities to ensure growth in individual and team sales funnels.
- Successfully exceed highest individual revenue goal for hotel in addition to Director of Sales role.
- Develop and employ novel ways to deal with sales challenges and opportunities; consider facts, constraints, competitive circumstances, and probable consequences when developing solutions.
- Outstanding skills to build a cohesive team, facilitate goal accomplishment, and goal setting for personal and group accomplishment while working tenaciously to meet or exceed those goals.
- Maximize ability to understand and utilize economic, financial, and organizational data as well as industry knowledge to accurately diagnose customer needs and issues and to create sales strategies.
- Implement sales strategies to increase sales revenue for start-up to increasing profitable revenue.
- Hire, train, and supervise a team of sales people as well as direct sales representatives.
- Develop relationships and new business by drafting proposals for new accounts and clients.
- Experience in creating winning proposals as well as developing and implementing sales strategies.
- Duties include: managing all advertising and marketing for company as well as developing distributors sales channel while managing the advertising budget and preparing advertisements.
- Solid negotiation skills and proven business development ability to build profitable relationships.
- Build, train, and develop a high performance sales force. Provides organizational leadership and active participation in client sales and business development that results in sales/ profit productivity.

SPRINGFIELD HYATT HOTEL, SPRINGFIELD, IL

SENIOR EXECUTIVE, 2004 – 2007

- Consistently exceeded annual revenue goals by **142% in 2004, 144% in 2005, and 148% in 2006.**
- Recognized market knowledge leader specializing in revenue maximization and client allegiance.
- Mentored, coached, and counseled fellow members to drive sales and provide account management.
- wide range of city partners to significantly drive revenue and increase convention market share.
- Devised sales strategies and solutions by developing and employing novel ways to deal with sales challenges and opportunities; considered facts, constraints, and competitive circumstances.
- Worked tenaciously as an energetic and proactive Senior Account Executive to exceed sales goals.
- Mentored, coached, and counseled fellow members to drive sales and provide account management.
- Devised sales strategies and solutions by developing and employing novel ways to deal with sales challenges and opportunities; considers facts, constraints, and competitive circumstances.
- Worked tenaciously as an energetic and proactive Senior Account Executive to exceed sales goals.
- Used innovative strategies on how to proactively get ahead of the curve and contact client accounts.
- Learned innovative strategies on how to sell events and solutions to large groups and corporations.

SPRINGFIELD AIRPORT HYATT COMPLEX, SPRINGFIELD, IL

MANAGER OF NATIONAL ACCOUNTS, 2002 – 2004

- Demonstrated ability in managing a wide range of markets found in all Northeast states.
- Exceeded room's revenue goal by **128%** at year-end in a previously non-achieving market.
- Closely coordinated an e-mail newsletter to over 2,000 meeting planners on a quarterly basis.
- Handled client services, and recommended possible solutions to difficult delinquent accounts.
- Consistently developed and implemented creative and innovative ideas to convert unused space to sellable group space resulting in successful bookings of over **\$410,000** in revenue for 2003.
- Routinely ensured the implementation of an incentive program for downtown competing hotels for business referrals resulting in over **\$150,000** in revenue in the fourth quarter of 2002.
- Expert at thoroughly listening to client's needs and overcoming objections to attain client satisfaction.
- Successfully introduced PowerPoint software to the sales team in developing individual presentations for sales calls, increasing awareness of destination development and change.
- Set aggressive personal goals as a challenge to exceed company targets for growth and revenue.
- Developed marketing strategies, and managed plan implementation to increase market share.
- Experienced in providing strong organizational leadership and active participation in account management that resulted in significant success in customer satisfaction and new sales productivity.

SPRINGFIELD HYATT CENTURY CENTER, SPRINGFIELD, IL

SALES MANAGER, 1999 – 2002

- Routinely provided assistance to the Director of Marketing with forecasting and budgeting.
- Demonstrated ability and commitment to a course of action to increase and exceed room revenue goals by **132% in 2001, 118% in 2000, and 156% in 1999** in a previously non-achieving market.
- Expertly provided assistance to the Director of Marketing with forecasting and budgeting.
- Organized and implemented special promotions and incentives to ensure increase in room revenue.
- Handled initial and ongoing training and mentoring of new Sales Managers and Sales Assistants.

Accomplishments

- o **2001 Chairman Level/Hyatt Golden Circle Winner**, and **Manager of the 2st Quarter**.
- o **2000** Georgia Meeting Professionals International "**Shining Star**".
- o **1999 Region II/Interstate Sales Manager of the 1st and 2nd Quarter**, and **Region II/Interstate Sales**.
- o **1998 Manager of the Year**, and **Manager of the 3rd Quarter**.

SPRINGFIELD HYATT, SPRINGFIELD, IL

STORE MANAGER, 1996 – 1998

- Met and exceeded sales goals in Corporate, Tour and Travel, and Sports market by **115%** annually.
- Developed Golf Sales and Marketing Program, increasing total package sales **115%** in one year.
- Earned the **Key Contributor to Sales Team of Region** award in 1997 for outstanding performance.
- Received awards of **Hyatt Guest Services Award** and **Manager of the 3rd Quarter** in 1998.
- Partnered with Convention Bureau in attending major domestic and international trade shows growing sales in new and existing accounts.

EDUCATION

BACHELOR OF SCIENCE, BUSINESS ADMINISTRATION AND MARKETING

University of Springfield - 1994

Academic Dean's List, Student Government and American Marketing Association

Continuing Education Coursework

Association Risk Management, Internet for Sales / Marketing Professionals, Customer Service / Business Planning / Market Deployment, Hyatt's Impact Leadership for Sales Leaders, Certified Meeting Professionals Study Groups, and Certified Association Sales Executive Designation.

Business Wise Information System Training, Next Generation Systems Training, Microsoft Office (Word, Excel, PowerPoint, Outlook), Sales Force Automation, and Internet Training.